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SUGGESTED EXTENSION PROGRAM ON MEETING NECESSARY WARTIME FOOD ADJUSTMENTS
IN THE NATION'S FARM HOMES

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Prepared for use at August 1942 Regional Extension Conferences and subsequent use by State Extension workers. The information and materials that follow are presented with the hope that they will help State and county home demonstration workers to develop the subject matter needed most in their communities. They are based on the latest information available to the Department of Agriculture as discussed at a preliminary conference on July 25, attended by State and Federal Extension workers and representatives of the Bureau of Home Economics, Department of Agriculture; War Production Board; Office of Price Administration; and Office of Defense Health and Welfare Services.

United States Department of Agriculture
U. S. E X T E N S I O N S E R V I C E
Washington, D. C.

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SUGGESTED EXTENSION PROGRAM ON MEETING NECESSARY WARTIME FOOD ADJUSTMENTSIN THE NATION'S FARM HOMES*

FOREWORD

Everything is uncertain in war. This is especially true in the matter of food and food supplies when we take account of factors such as the shipping situation, possible increases in food needs of peoples in allied countries, and increased needs of our wartime industrial population. In the past year the Department of Agriculture has urgently appealed to farm people to do everything possible to provide their year-round food supplies from things they can grow and cure or otherwise preserve at home. The importance of insuring farm-family food supplies has been emphasized in the Food-for-Freedom Program, the Victory Garden program, the Nutrition Program in rural areas, and in public statements made by the Secretary of Agriculture and other Department officials.

In the past year American farmers have produced more food than at any time in history. In the months ahead the food demands on this country by our allies may increase. Unforeseen wartime events have already made it necessary to shift the emphasis in consumption of certain foods. Other such unforeseen shifts and adjustments may become necessary as the war goes on.

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Under these conditions it becomes more and more important for farm people to understand the reasons for such adjustments and how to meet them. This is an educational job of the highest order, and requires the wholehearted effort of every agency in this field. The Extension Service has professionally trained nutritionists and home economists who can interpret the information regarding supplies and changing requirements; who can help homemakers work out meals that are nutritionally sound in accordance with the foods available. The neighborhood leaders, through whom the Extension Service can so effectively function in the community, provide an opportunity to carry this type of education direct to every farm family in the State and county.

M. L. Wilson
Director of Extension Work

*Prepared for use at August 1942 Regional Extension Conferences and subsequent use by State Extension workers. The information and materials which follow are presented with the hope that they will help State and county home demonstration workers develop the subject matter needed most in their community. They are based on the latest information available to the Department of Agriculture as discussed at a preliminary conference on July 25, attended by State and Federal Extension workers and representatives of the Bureau of Home Economics, War Production Board, Office of Price Administration, and Office of Defense Health and Welfare Services.

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SUMMARY OF THE NATIONAL FOOD SITUATION*

The Bureau of Agricultural Economics has just made available the latest figures on the National Food Situation. Last fall Secretary Wickard set a national 1942 food-for-freedom-goal which for most crops exceeded any previous yields. Some of these crops are now being harvested, and the figures on yields and on what will be available are building up rapidly.

American farmers this year are producing an estimated 9 percent more food than in 1941 - 25 percent more than the average for the 5-year period 1935-39. Though this is more than we have ever produced before, our food requirements for Lend-Lease export and for our own military establishments have increased enormously since last Spring.

The total supply of food for civilian consumption will be about as large this year as last year, when we had the biggest on record. But with so many millions of people employed in the war industries, the civilian demand for food becomes much bigger than in the pre-war years. Workers in the munitions and tank and plane plants need plenty of energy, and that means increased consumption of meats and dairy and poultry products. To give his best in energy, a worker needs a nutritionally balanced diet - food rich in proteins, minerals, and vitamins. So, even though the civilian supply of food is bigger, the demand is also bigger in a Nation engaged in modern production for war.

In the present estimates of total food supplies, there are some commodities in which the supply for civilian use is ample, while for others careful adjustments and curtailed civilian use will be necessary. The civilian supply from this year's harvest of cereals, lamb, mutton, poultry, dairy products, and most fresh vegetables is expected to be as large as in 1941. The foods that may be in smaller civilian supply include sugar, canned fruits and canned vegetables, beef, pork, and possibly lard.

Consumption of the edible fats and oils other than lard may be as large as in 1941. The producers of oil crops such as peanuts, soybeans, and flaxseed are coming through with enormous production, and the production of animal fats will be bigger than in 1941. We must remember that wartime requirements of fats and oils are enormous too, and in order to maintain civilian consumption at the level of recent years, we shall have to draw heavily on our reserves of fats and oils.

Consumption of milk and dairy products is bigger all the way down the line. So is milk production. Generally fluid milk and cream supplies are ample. Earlier this year big supplies of evaporated milk and cheese were built up, parts of which were intended for Lend-Lease shipments. In the face of the shipping situation, the emphasis in Lend-Lease milk products now is on dried skim milk, making greater amounts of cheese and evaporated milk available for consumption in this country. The 2-week period August 17 to 29 has been designated for a Nation-wide Victory Food Special program in cheese.

* Summary of statement prepared in July 1942 by the Bureau of Agricultural Economics.

American farmers will go into 1943 with an increase in the number of dairy cows on farms, and the output of dairy products in 1943 should be bigger than in 1942, barring severe droughts or other weather complications. The feed situation is favorable, with plenty of feed grains in sight and ample reserves in the Ever-Normal Granary.

There will be plenty of fresh vegetables this summer and fall. Canners are putting out the biggest pack of canned vegetables on record. There will be big packs of vegetables in glass, and an increase in dried vegetables and frozen vegetables. A large part of the commercial pack will, of course, be set aside for our armed forces. But home canning and preservation will also set a high record. Home canning and preservation of fruits and vegetables in large part has to make up for the cut in civilian supplies of commercial packs resulting from military needs.

The total supplies of food in sight as a result of this year's record crops are larger than ever. In the grains, we have a 2-year supply of wheat, and this year's rice crop will be the biggest on record. There is a seasonal decline in meats at present, but a record crop of pigs will soon go to market, and the marketings of cattle should be bigger than at the same time last year. Offsetting this larger total supply will be the heavy Government buying for military and Lend-Lease needs. Poultry and eggs stand high in volume; nearly 50 billion eggs are being produced this year and there are no present signs of any shortages in poultry products. The total supply of fruits will be about as big as in 1941, but a good deal of the canned fruits and the dried fruits are being earmarked for military and Lend-Lease use. As for vegetables, home supplies of fruits have been increased through the Victory Garden programs and home-canning and conservation. Next year will see an even greater emphasis on home-grown fruits and vegetables in Victory Gardens.

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AVAILABILITY OF PROCESSING EQUIPMENT AND SUPPLIES -
TRENDS IN COMMERCIAL FOOD-PRESERVATION METHODS*

Leon Wolcott,
Division of Food Supplies,
Office of Agricultural War Relations U.S.D.A.

In the over-all picture, processing facilities are adequate to process the food that will be needed this year for a normally adequate diet for ourselves and for off-shore consumption - which means Lend-Lease, and our armed forces overseas. But the facilities will not be available for every bit of the food grown nor for all types of food in terms of consumer demand. Here are some details:

- a. When the 1942 hog crop is marketed during late fall and winter, there may not be adequate facilities for handling it promptly, and there may be a back-up of hogs on the farms or in local markets.
- b. Adequate supplies of dried fruits are available now for American consumers and the British, and processing facilities for this year's crop may be adequate.
- c. Dehydrated foods are assuming increasing importance. Some examples are dried milk, eggs, and vegetables such as white and sweet potatoes, beets, spinach, carrots, cabbage, onions, and garlic. Some work is going on now in the dehydration of meat.

Dehydrated food has lost 80 to 90 percent of its volume through the elimination of water. This saves containers, transportation, storage and shipping space, and eases handling. Lack of shipping facilities is one of the most critical problems facing us now, and will be for a considerable period. Because it reduces shipping space, the dehydration of food is very important for off-shore consumption. Again, by reducing the number of containers, dehydration saves steel and tin. Many of the problems of handling, processing, and storing food arise from shortage of shipping space and shortage of steel.

At the moment the steel in the tin cans is more important than the tin which goes on the steel. In round numbers the present total production of steel is 84 million tons. Military requirements alone exceed 100 million tons. Total requirements needed to carry out the war program will be 150 million tons.

*Abstract of statement given at Department of Agriculture Extension Service Foods Conference, July 24, 1942.

tons and it may be nearly 3 years before we can get that production. Just now the situation is so acute that we are thinking in terms of pounds instead of tons in steel production.

The production of canned foods for next winter also is related to the steel situation. It seems certain at the present that there will not be enough steel in 1943 for a full supply of commercial and home-type tin cans. The question now to be considered is the comparative nutritional importance of foods preserved by methods other than canning.

The Department of Agriculture has made marked progress with its program to expand dehydration facilities. Dried egg production has increased from 42 million pounds to 262 million pounds a year; dried milk production by 250 or 300 million pounds. For the past 2 months we have worked to increase dehydration facilities to keep up with the demands of off-shore countries, whose needs require an increase of capacity to produce 84 million pounds of dried milk, 66 million pounds of dehydrated vegetables, 60 million pounds of dried meat, and 110 million pounds of dried eggs.

Only limited quantities of steel - some 5,000 tons - and small quantities of zinc and copper, are needed to get these substantial increases in production facilities for dehydrating foods. Yet in spite of its importance to WFB, the program had to be approved by dozens of people. We now have an AA3 priority rating on material for this program, but the Army may move up requirements so that the AA3 rating will not be very effective.

Should consumers begin to interest themselves in dehydrated foods? Will these be on the market soon?

The Department is building a plant now in California which will produce 5 million pounds of dried vegetables a year. At the moment it appears that every pound of production will go to the Army or Lend-Lease. It is impossible to say when dried vegetables will be available for domestic consumption. They may be available next year or 5 years hence. That will depend in large measure on military developments and on shipping. If foreign demand and shipping are curtailed, dried foods might pile up in this country.

There is probably no chance for more commercial quick freezing equipment at present. Present commercial facilities are capable of freezing far more than they have ever handled before. The bottleneck here is retail distribution which involves metal below-zero holding and merchandising cases. The retail outlet for quick-frozen foods is only 25 to 30 percent efficient at the present time - otherwise there could be considerably greater quantities of foods available in frozen form for civilian use.

As for community frozen food locker plants, very little steel is available for them at present, and practically none for individual farm freezing units for individual zero holding cabinets.

PROBLEMS IN FOOD DISTRIBUTION*

By Frederick V. Waugh, Assistant Administrator
Agricultural Marketing Administration

Determining the national food requirement does not mean merely figuring the amount and kinds of raw materials needed and how they can be produced. Only a small part of the problem lies in that field. The rest of the job involves such factors as processing, storage, and transportation of raw and processed material at many stages in wholesale and retail distribution until they reach the ultimate consumer.

Consumer demand is an important factor in the distribution picture, especially now, when incomes are larger and there are fewer civilian goods to buy. When everyone insists on getting plenty of food of the highest quality, difficulties in distribution are accentuated.

Transportation is particularly difficult right now. We have developed an agriculture that is extremely specialized by farming areas, and, in addition, we need more transportation facilities now than in the past because we are supplying other countries.

The railroads have for many years had more cars and other equipment than they needed, but that situation is fast changing. So far the supplies of railroad cars have held out, but the supply of locomotives and some terminal facilities are quite short.

The enforced shift from motor trucks to railroads is rather serious. Trucks are affected by the tire situation, and, too, repairs are short. About 43 percent of our communities are not served by railroads. We have grown to rely more and more on trucks. We have used them almost entirely in such operations as local assembling of crops around packing houses, and for house-to-house delivery of milk, baked goods, etc. We use them also for over-the-road shipments in competition with railroads.

The truck situation is one that requires serious study and appropriate action very soon. Even today there is still an excessive amount of duplication, unnecessary overlapping of truck routes, and wasteful service. We still have six or eight trucks running down each country road picking up milk or eggs, two or three bread wagons delivering to the same store, etc. The cost of all this trucking has been high. Probably we would still have enough trucks if we would use them intelligently. This would involve some sort of allocation of territory, or zoning, so that each trucker could go to a definite place and get a truckload without covering the same road as the others. The Office of Defense Transportation and the Department of Agriculture have been working on this problem. One of the latest moves is that some of our Agricultural Marketing Administration people and ODT people are

*Abstract of statement given at Department of Agriculture Extension Service Foods Conference, July 24, 1942.

in St. Louis to help work out a new system of collecting milk for the St. Louis market. We need such programs. On country collections I think good organization could save about half the truck miles. The war may force us to act on a number of critical problems we should have tackled a long time ago. The First World War gave us a national system of grades and standards, fair trade laws, and market news service which we had always wanted.

Storage is also a problem. The two principal kinds of storage are grain and cold storage. The Government has been lending money on wheat, and we have been piling up an Ever-Normal Granary until storage houses are pretty full, and some wheat is being piled on the ground. Today anyone who ships grain must have a permit to ship it, and he can't get a permit unless there is a place for it to go.

Cold storage is used only up to 50 to 60 percent of capacity. Freezer space is shorter than cooler space. Considerable quantities of non-food items use cold storage. If storage does become tight, we may have to have some form of priority as to what we can put in cold storage.

One situation growing out of a shortage of transportation and storage is the local surplus situation and lack of local market outlets. In the Food-for-Freedom campaign we asked for an increase in production, without too much detail as to kinds and varieties and where they should be produced. We got some production in places we didn't expect, and the trucking situation made this trouble worse. For example, in the South products such as cabbage and onions were raised in small communities, and no one came along to buy them. In the future we must ask for the particular things needed and not ask for increased production where we have no way to get the produce to market. We must find what we can do to improve these market outlets.

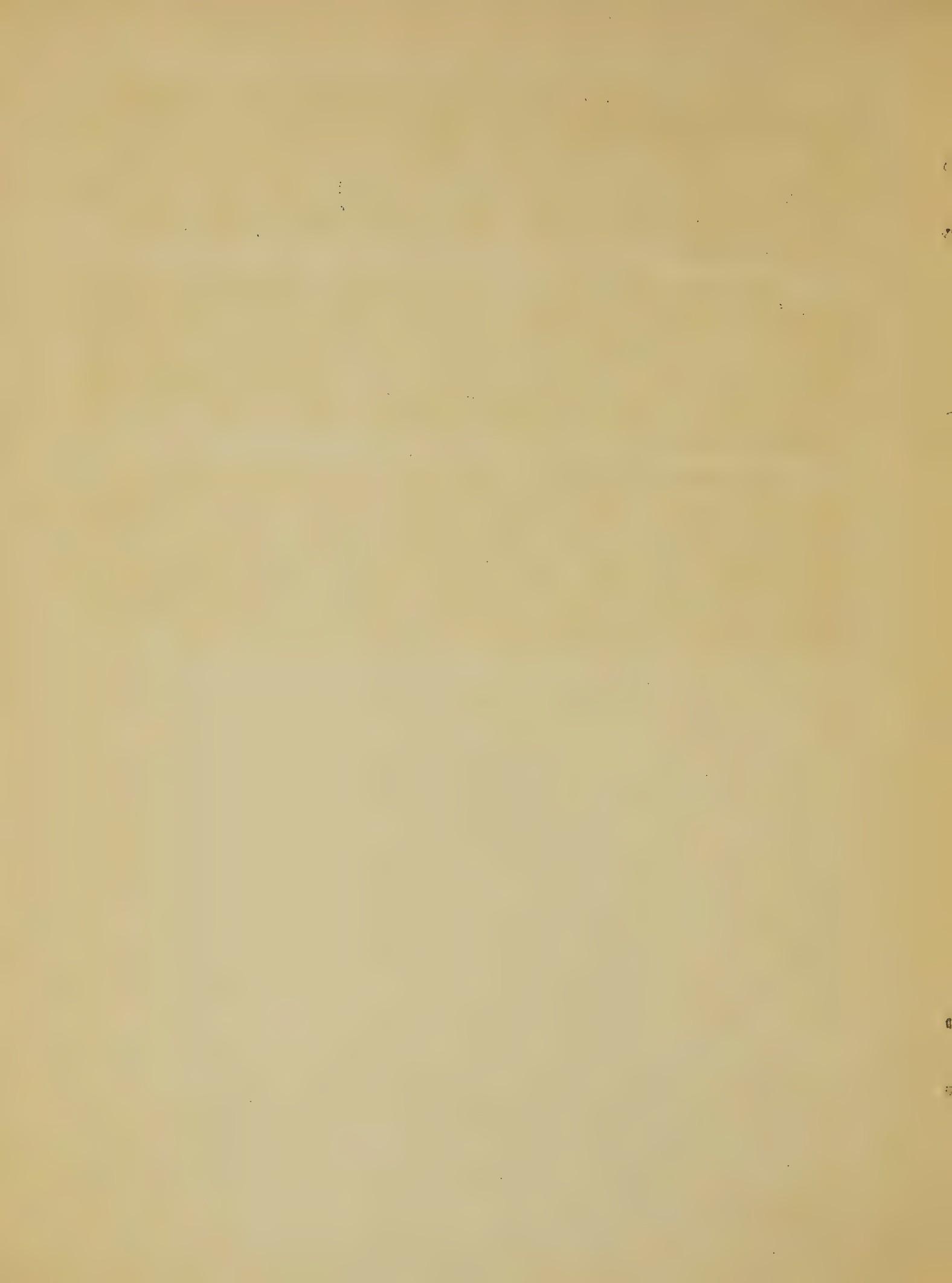
A good illustration of marketing difficulties growing out of the war is the egg-surplus situation we experienced in the South. Production went up and prices went down. Farmers had expected 20 to 25 cents a dozen, but prices dropped to 10 and 15 cents in certain localities. We designated surplus egg receiving centers in different sections of the South where farmers could bring their surplus eggs. A definite price was set at which these eggs could be bought. That program was fairly successful in putting a floor under egg prices, and we got eggs suitable for school lunches. Next year we may have to expand these operations. We had a great deal of help from the Extension people and State Departments of Agriculture. By working with people, Extension agents can do a great deal to get these local surpluses handled properly.

In line with studies made by the Bureau of Agricultural Economics, steps toward improving the organization of marketing facilities should be taken. We need "concentration markets" where farmers can bring produce from a few miles around and where buyers can come and get the products, and thus create some competition. Big city terminal markets need some changes, too. Excessive duplication, rough handling, and poor organization are aggravated during the war. Shortage of laborers enters the picture, too. But some changes for efficiency are necessary even under war conditions.

Government programs can be of help in numerous ways. The Agricultural Marketing Administration is planning to go ahead with the school-lunch program, to extend it, to reach more children, and to give more food to each child. We are putting school lunches first in the distribution program. Because of limited funds available some reduction in expenditure under other distribution program may be necessary. Some people assume that there is no longer a need for these programs. That is not correct. We still have 9,000,000 people in this country who are dependent on relief.

On the farm side, then, we have the picture of average national production being bigger than normal, and of inadequate distribution making local surpluses. Farmers need programs providing price floors and surplus outlets. And people with very low incomes need programs to raise their dietary standards to the nutritional safety line. We in this country have limited our food programs much more than have the English. England has developed quite a feeding program and has instituted feeding for families where the housewife is working outside the home in war industries.

The Victory Food Special Program offers some big possibilities. Commercial concerns have for years used this idea and have done so quite successfully. An outstanding example several years ago was the cooperation worked out between the citrus growers and chain stores. Growers, the trade, and consumers all benefit. The Agricultural Marketing Administration is now working with the trade to study organized efforts to push surplus foods into the right channels. We have no collected data as yet, but apparently these efforts are quite successful. A word of caution is that we must not have too many drives, and the trade must back agriculture in the plan.



RATIONING AND PRICE CONTROL AS IT RELATES TO THE FOOD SUPPLY*

Ruth Ayres, Chief
Program Activities Branch, Consumer Division
Office of Price Administration

I want to find out what your problems are. What do housewives tell you about the General Maximum Price Regulations? Many consumers do not realize that there are going to be legitimate price differences. A ceiling price gives you a maximum price, but not a minimum price. All of us from NRA days, when prices were leveled, think in terms of certain prices being fixed, but the General Maximum Price Regulation sets up a different kind of control. The Regulation was intended as a control to stop the inflationary spiral.

When General Maximum Price Regulation was inaugurated, some prices were considerably out of line, and the Regulation was intended to prevent further inflation. It stopped prices wherever they happened to be. Let's take this matter of the ceiling price - the maximum price. This is not a set price for every store, because the Regulation reflects the prices stores were charging before it went into effect. Sometimes the selling price includes delivery of the merchandise; the fact that a store is in a better neighborhood and must pay a higher rent may be reflected in the selling price. The mechanism now in force has as its objective to stop the inflationary spiral, not to correct price relationships. It is recognized that when the General Maximum Price Regulation went into effect some prices were considerably out of line; some goods had advanced in price faster than others. And the purpose of the Regulation was to stop the inflationary spiral where it was.

The adjustment of the family is important in the war situation. How you buy and what you buy and the place you buy all influence the price you pay. We now have more money than we have goods, and this will become increasingly true. In our consumer education we must recognize the groups of families that must be reached. The first group includes those who are better off financially during the war period than they have ever been before. They must understand the importance of self-restraint in spending their newly enlarged incomes. The second group includes those who have been hurt financially by the war, including those with fixed incomes, and those displaced in their earning capacities. The major problem of this second group is how to buy intelligently in order to make their limited resources go as far as possible. The third group includes those whose incomes have gone up at about the same rate as the cost of living. In every community there are representatives of each of these groups, and publications for the needs of one will not meet all the needs of the others. We must plan our material so that it will reach all groups. Each group must understand the role it plays in winning the battle of the home front.

All prices are not controlled by the General Maximum Price Regulation; 60 percent are controlled, 40 percent are not. Since wholesalers' prices ordinarily move up before retail prices, we have the problem of what is called the "squeeze." This occurs when a merchant has paid such a high price for

* Talk given at Department of Agriculture Extension Service Food Conference,
July 24, 1942.

merchandise that the ceiling price (his highest selling price in March) is too low to enable him to make any profit or a sufficient profit to have a safe margin for carrying on his business. Or a manufacturer may have to pay so much for raw materials and labor that he will not be able to sell at a price satisfactory to the retailer, so that some adjustment will have to be made. Many retailers were caught between prices that had been fixed on the one hand, and had risen on the other before they had moved up prices on their own goods.

One solution is the "roll-back," where adjustments are made so that the burden is shared more equitably by all persons involved. Larger manufacturers are usually able to afford a roll-back better than smaller manufacturers.

Adjustments will, of course, work hardship on many, just as hardships are caused by the operation of the Selective Service System.

It is essential for us to develop our quality standards as rapidly as possible. We as a people must recognize the relation of quality to price. During the last war the quality changes were very great. I am told that housewives are buying less carefully now than usual in regard to quality; and there is likely to be deterioration in certain lines unless we are on the alert. There should be price adjustments to meet differences in quality; there is bound to be an increase in quality definition.

A limited number of standards have been issued. On sheets, for instance, and reclaimed vacuum cleaners, and a number of specific items. There are some other price-control orders that relate indirectly to definition of quality.

The problem of rationing in the next few months relates to the problem of supply. Rationing is a means of determining a basis of fair distribution under a system of scarcity. The key to the rationing story is not a simple matter. A principle of per capita distribution in terms of share and share alike meets with a series of serious problems. Automobiles and tires cannot be rationed in the same way as sugar if there is to be enough to meet the most essential needs. War workers must get to their jobs. It is not always easy to determine who shall have the tires that are available.

At present we do not have rationing of clothing. We have much more wool than we expected to have, because ships carrying men and materials abroad have brought wool back as ballast. To know and understand all the problems involved is difficult, and readiness to accept new circumstances is needed in consumer education. We must bring to every American family the importance of making adjustments, to manage as far as possible with what the family has and what they can get from available sources.

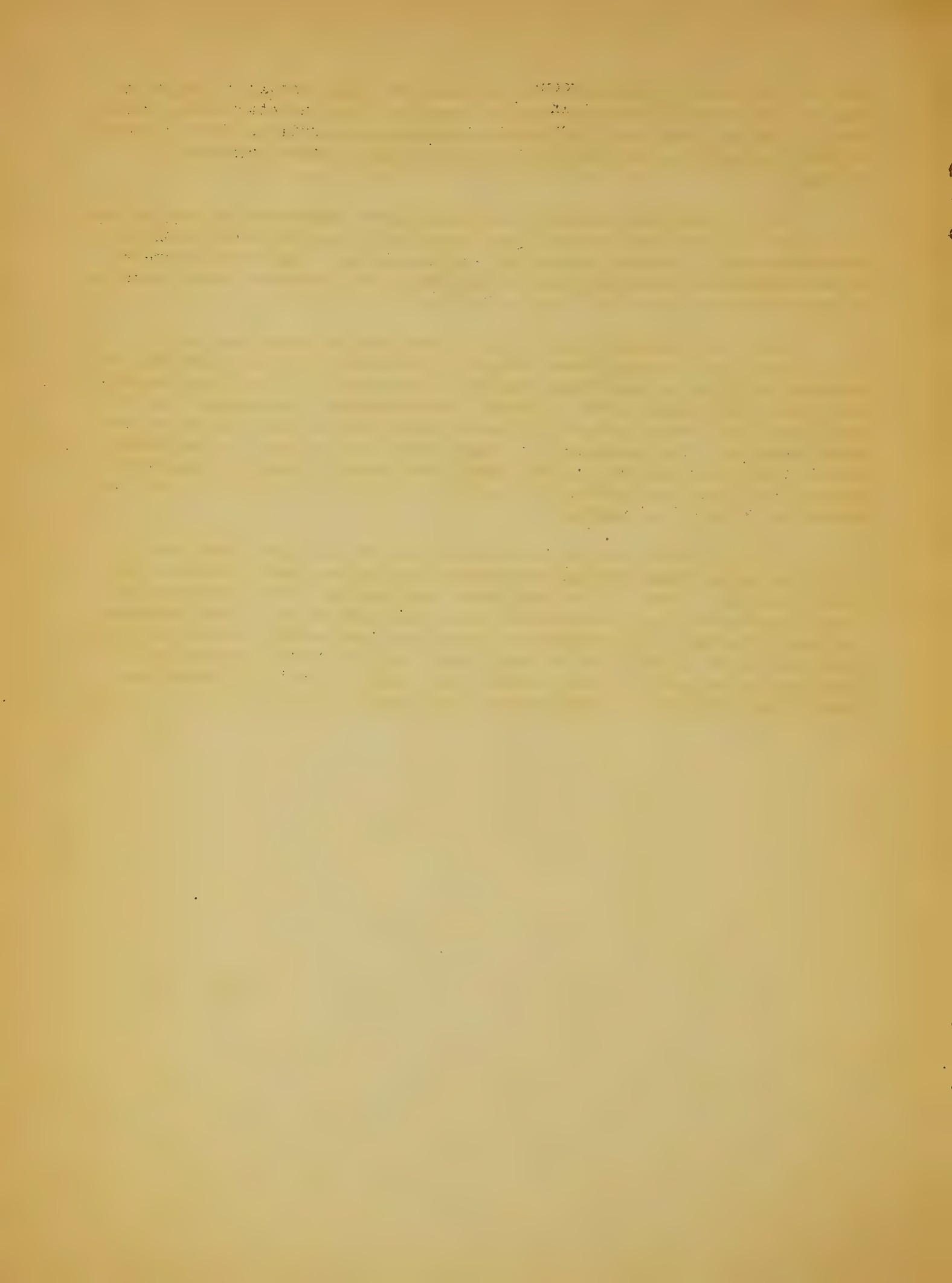
The food situation is not rosy. The same problems we have now, such as those regarding labor, machinery, and transportation, may be more acute next year. We have been fortunate this year in having a high crop yield.

Much of the acreage production is far below the goals set, but goals in general have been attained because we have had a better than average crop year. Food prospects call for serious consideration. We have to plan for so many people in so many countries that planning becomes increasingly difficult.

There are many agencies in addition to the Department of Agriculture which must be considered in the food situation. Planning with regard to transportation is needed; production goals need to be made more specific; price control and rationing must be examined. The consumer needs education in conservation to make the best use of what she has.

There has recently been set up a Food Requirements Committee of which Secretary of Agriculture Wickard is chairman. In this capacity, his responsibility is to coordinate the food requirements of Civilian Supply, War Production Board, Office of Price Administration, Lend-Lease, the Army, Navy, and State Departments. All these groups have a relationship to the food situation. The machinery has been set up and we have the beginning of a more integrated program of food supply and needs. This is necessary in view of the fact that although we have had rather easy sailing so far, the situation is going to tighten.

It is important for us to realize that the emergency problems of food will extend into the post-war period, and plans must be made to meet this emergency. Some of the same basic problems have been problems for normal times, too, and are enhanced under war conditions. These problems include improvement of nutritional status and food habits, better distribution and income in relation to food items, more systematic production in relation to the needs of the farmers. The necessity of doing something about these problems in wartime may bring benefits to us in war and in peace.



NEW FOOD PROBLEMS FACING RURAL HOMEMAKERS

1. Rise of 20 percent in retail food prices.
2. Increased incomes allow purchase of more expensive foods.
3. Fewer varieties and a smaller total supply of commercially canned food in stores.
Fewer partially processed foods and mixes available in stores.
4. Problems in meal planning, time management, food buying, and food preparation.
 - Preparing meals at unusual hours for family members on night shifts.
 - Packing lunches for adults.
 - Less help from family members.
 - Outside work (farm, job) reduces time available for meal preparation.
Shifts to more expensive foods, as substitutes for scarce or rationed items: Examples - sirups, candies, jellies, in place of sugar; poultry and lamb in place of beef.

Lack of variety in meals brought about by cutting of imports, scarcity, or rationing.
 - Preparing unfamiliar foods as substitutes for scarce or rationed items.
 - Less frequent trips to market.
 - Buying scarce or rationed articles in small quantities.
 - Doing marketing after working hours.
 - Buying with a longer plan.
5. Adjusting food habits.
 - Doing without accustomed foods (sugar, canned fish, imported foods and beverages).
 - Eating less-familiar foods.
6. Increasing shortage of cooking and refrigerating equipment.
 - Shortage in pressure-cooking equipment.
 - Possible shortages or shifts in cooking fuels.
7. As consumer-buyers, homemakers need to do their part to make the price-control system work successfully.
 - a. Know what foods should carry ceiling prices.
 - b. Check to see whether ceiling prices are posted on these foods.
 - c. Refuse to buy above the ceiling price.
 - d. Understand why ceiling prices may differ in different shops.
 - e. When essential foods are scarce, buy them only as needed.
 - f. Be alert to qualities, grades, and labels.
 - g. Be on guard against short weights.

Understand and grasp the opportunity to serve the Nation through activities as food buyers for their families.

Adjust cheerfully and understandingly to sudden shifts in the kinds and qualities of foods available for civilian use.

8. As food producers, rural families face still greater need for self-sufficiency, including:

Well-planned food production programs.

Food-preservation programs adapted to limitations of equipment and providing for sharing of equipment, shifts in processing methods, better-developed storage facilities, and efficient use of frozen locker storage.

Possible group or cooperative buying of foods.

SOME DESIRABLE COMMUNITY ADJUSTMENTS

Community planning to utilize and conserve local food resources and prevent waste of food.

Group feeding, at schools, playgrounds, nursery schools for children, and the like; feeding for industrial workers and itinerant agricultural workers.

Emergency group feeding.

Making local delivery systems more efficient.

HELPING RURAL PEOPLE TO MEET THE SITUATION

On all these home food problems, it is definitely the responsibility of the Extension Service to keep rural people informed of the situations and help them make necessary adjustments. This calls for constant adjustments in extension food programs and intensified use of neighborhood leaders, publications, demonstrations, news, and radio programs, personal contacts and other educational means in close cooperation with other agencies.

Home food production and food preservation programs and the relation of food to health take on added significance in wartime and need to be made as strong as possible.

Changing Food Habits

In trying to bring about necessary changes in food habits extension workers will do well to:

Select techniques that do not run counter to deep-seated food habits.

Consider underlying feelings about making changes in general.

Use suggestion repeated through many media and channels.

Consider why people have the food habits they do. People sometimes have good reasons behind their food habits, and it may be desirable to show change in conditions rather than attack the food habits themselves.

Remember that children learn to eat new foods served in palatable hot school lunches, and that people who grow foods new to them are usually interested in trying them out.

Servicing and Training Agents in Wartime

1. Keep agents informed on current developments, subject matter, and methods through:

a. Frequent news letter by nutritionists and food-preservation specialists.

b. Letters by extension specialists in related fields such as production, marketing, family relations.

c. State and county telephone hook-ups or radio talks.

Example: The New Hampshire director telephones to all county offices at once.

d. Training schools on group, regional, or State basis, as opportunity offers.

2. In servicing agents, draw on workers from:

a. Other subject-matter fields, such as mental hygiene, economics, management, production. The psychological side is particularly important.

b. Other agencies having varying viewpoints, experience, and background, such as child-development departments of the college, child guidance clinics, social workers, educators.

Cooperation with Agencies and Groups in Related Fields

1. At the State level, agencies working toward nutrition goals may well plan together programs involving "what to do and how to do it" and determine areas for each to serve.

Example: In Wyoming agencies concerned with nutrition goals plan how to reach these goals by using the resources of the different agencies most effectively. Examples might be found in other States.

2. At the county level, plans should be made for:

Coordinating the efforts of professional workers concerned with rural family betterment.

Example: Agricultural workers' councils in Virginia, North Carolina, Georgia, and other States.

Coordinating the efforts of professional workers in education, social service, and other such fields, with those of lay workers, for special efforts.

Using Neighborhood Leaders

1. An excellent report was made on June 17 by M. C. Wilson on the neighborhood leader system and how effective it has been in definite areas of North Carolina, Iowa, and Massachusetts. This report shows conclusively that simple definite information can be carried by neighborhood chairman and that the percentage response was from 40 to 91 percent. We commend this report as the best information on limitations, training, and supervision of neighborhood leaders.
2. Similar experimental plots are under way by AMA on the effectiveness of "Victory Specials," and in Syracuse and other cities in cooperative efforts to put across definite pieces of information.

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

PRINTED PUBLICATIONS ON FOODS AND NUTRITION

(Can be obtained in the usual way from the U. S. Department of Agriculture)

Folders (Unnumbered)

Food for growth.

Vitamins from farm to you.

Fight food waste in the home.

When you eat out. (In press, ready about Oct. 15.)

Eat the right food to help keep you fit.

Dry skim milk.

Apple recipes.

Green vegetables in low-cost meals.

) Exception. Can be obtained

Root vegetables in low-cost meals.

) from Agricultural Marketing

Dried beans and peas in low-cost meals.

) Administration, or purchased

Dried fruits in low-cost meals.

) from the Superintendent of

Egg dishes at low cost.

) Documents, Washington, D. C.,

Potatoes in low-cost meals. (In press.)) at \$1 per hundred.

Three market lists for low-cost meals:

Market lists for moderate-cost and liberal meals.

Recipes to match your sugar ration.) In cooperation with Office of
Sugar for wartime canning.) Price Administration.

Farmers' Bulletins and Leaflets

1908F - Meat for thrifty meals.

1888F - Poultry cooking.

1775F - Home-made bread, cake, and pastry.

112L - Cooking American varieties of rice.

113L - Honey and some of its uses.

166L - Soybeans for the table.

204L - Fats and oils for cooking and table use.

213L - Sour cream - how to prepare and use it at home.

302MP - Nuts and ways to use them.

408MP - School lunches using farm surpluses. (Large-quantity recipes.)

1918F - Drying food for victory meals. (In press, expected to be ready
by Aug. 15.)

1762F -- Home canning of fruits, vegetables, and meats.

1800F - Home-made jellies, jams, and preserves.

472MP - Community food-preservation centers.

1899F - School lunches in country and city.

430MP - Are we well fed?

MARKET BASKET press release, issued each week. Sent free to any extension worker on request. Extension workers can help greatly if they will get in touch with State extension editors about use of this material in local papers.

Mimeographed Material

(Can be obtained from the U. S. Bureau of Home Economics. One hundred copies to each State, or a sample copy for each home demonstration agent.)

Home-made pickles and relishes.

Home-made fireless cookers.

